

996-120

#### 4.5 PSP Cover Sheet (Attach to the front of each proposal)

Proposal Title: CALFED BAY-DELTA PROGRAM ACTIVITIES  
 Applicant Name: ECO-ACTION - DUKE FOSTER  
 Mailing Address: 19221 Red Hill Mine Rd, Pine Grove, CA 95665  
 Telephone: 209-296-5657  
 Fax: 209-296-5659  
 Email: duke@volcano.net

Amount of funding requested: \$ 480,000 for 3 years

Indicate the Topic for which you are applying (check only one box).

- |  |   |
|--|---|
| <input type="checkbox"/> Fish Passage/Fish Screens   | <input type="checkbox"/> Introduced Species                 |
| <input type="checkbox"/> Habitat Restoration         | <input type="checkbox"/> Fish Management/Hatchery           |
| <input type="checkbox"/> Local Watershed Stewardship | <input checked="" type="checkbox"/> Environmental Education |
| <input type="checkbox"/> Water Quality               |   |

Does the proposal address a specified Focused Action? ☒ yes ☐ no

What county or counties is the project located in? San Joaquin & Bay Delta Watershed

Indicate the geographic area of your proposal (check only one box):

- |   |  |
|---|--|
| <input type="checkbox"/> Sacramento River Mainstem  | <input type="checkbox"/> East Side Trib: _____                             |
| <input type="checkbox"/> Sacramento Trib: _____     | <input type="checkbox"/> Suisun Marsh and Bay                              |
| <input type="checkbox"/> San Joaquin River Mainstem | <input type="checkbox"/> North Bay/South Bay: _____                        |
| <input type="checkbox"/> San Joaquin Trib: _____    | <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) |
| <input type="checkbox"/> Delta: _____               | <input type="checkbox"/> Other: _____                                      |

Indicate the primary species which the proposal addresses (check all that apply):

- |  |  |
|--|--|
| <input type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | <input type="checkbox"/> Spring-run chinook salmon |
| <input type="checkbox"/> Winter-run chinook salmon   | <input type="checkbox"/> Fall-run chinook salmon   |
| <input type="checkbox"/> Late-fall run chinook salmon  | <input type="checkbox"/> Longfin smelt             |
| <input type="checkbox"/> Delta smelt   | <input type="checkbox"/> Steelhead trout           |
| <input type="checkbox"/> Splittail   | <input type="checkbox"/> Striped bass              |
| <input type="checkbox"/> Green sturgeon  | <input type="checkbox"/> All chinook species       |
| <input type="checkbox"/> Migratory birds   | <input type="checkbox"/> All anadromous salmonids  |
| <input checked="" type="checkbox"/> Other: <u>All species by project to date</u>             |  |

Specify the ERP strategic objective and target (s) that the project addresses. Include page numbers from January 1999 version of ERP Volume I and II:

Due to the broad review of current & past CALFED funded projects, our proposal is most applicable to language of pages 1-18, Volume I of the ERP dated February 1999.

**EXECUTIVE SUMMARY**

**Project Title:** CALFED BAY-DELTA PROGRAM ACTIVITIES  
**Applicant:** Eco- Action

**Project Description and Primary Ecological Objectives:**

The project will develop educational curriculum and public information about the CALFED Bay Delta Program and its activities to date. The program will be an overview of actions and activities related to the following project categories: Fish Passage Assessment, Fish Passage and Related Screen Improvements, Flood Plain Management/Habitat Restoration, Local Watershed Stewardship, Species Life History, Environmental Education, and Small Screen Evaluations. The goal of this collaborative process is to inform and educate communities, community groups, students and educators, public entities and other interested parties to become aware of the plans and accomplishments of the CALFED Program. The program will be accomplished through the creation of a lending library and development of workbooks for school classrooms, visitor centers and exhibits.

**Tasks and Schedule:**

- Produce **Public Documentaries** chronicling the work of CALFED awarded grants. One each year for three years. These videos will be supplied to 20 CALFED agencies, county libraries, community interest groups and school districts. to be available for use as a lending library to be used in training programs.
- Produce and distribute a **24 page activity booklet** to be distributed to CALFED agencies, county libraries, community interest groups and school districts.
- Create **300 full color posters** that promote the video, its message and where to obtain it.
- Distribute **Public Documentary** to local cable channels.

**Justification for Project and Funding by CALFED:**

In order to be totally successful, the general public must be made aware of what is happening and how funds are being utilized for Delta improvement programs. Our proposal substantiates and explains current and previous grant funded projects impacting the delta. Public Education is designed to educate the public and insure public support and participation in the collaborative effort of the CALFED program.

**Budget Costs and Third Party Impacts**

The budget proposed for Eco-Actions program can be broken into the following:

Project	Total
Production of CALFED Documentary Videos (3) different videos	\$150,000.00
Production of 300 full color Posters	\$ 30,000.00

## 1999 CALFED Proposal

Activity Booklets (24 pages) 20,000/ year. 60,000 total	\$ 90,000.00
Brochures- 20,000/ year. 60,000 total \$1.50 ea.	\$ 90,000.00
Monitoring and Reporting survey (self addressed)	\$ 30,000.00
Project Coordination	\$ 90,000.00
Distribution through Cable Video Company (30) videos	
Distribution 600 videos, 300 posters, 60,000 Activity booklets	
Total	\$480,000.00

All impacts from this project will be positive. No mitigation will be required.

### **Applicant Qualifications:**

Eco-Action is a nonprofit organization whose mission is to resolve environmental issues through working in a positive manner with stakeholder groups. The program as presented meets this goal. Duke Foster, the project coordinator, has thirty years experience in developing funding for environmental projects. and riparian restoration, reforestation, environmental education, wetlands, bio-mass management, trails, Lake Management, Timber Management and resource lands acquisition This project is a cooperative effort utilizing the resources of working in cooperation with CALFED Agencies. The proposal envisions using the Services of Charles Chapin Ph.D. and Diana Lowery. Marketing experts

### **Monitoring and Data Evaluations:**

Eco-Action will monitor the number of videos and materials produced and distributed under this grant. In addition, the self addressed questionnaire results will be tabulated and a report issued on the effectiveness of the program. This information will be included in the focus group evaluation of the proposed program. A list of visitor centers and exhibits that order and distribute the workbook will be maintained.

### **Local Involvement**

Eco-Action has written a letter to the Board of Supervisors for San Joaquin County and San Joaquin Planning Commission informing them of the CALFED Bay-Delta Educational Grant Application. Other groups that have been contacted include:

The Delta Protection Commission, Bay Conservation Development Commission, Delta Keepers, City of Lodi Parks Director, Lodi Lake Discovery Center, City of Stockton Planning Commission, University of Pacific, Lincoln School District, and the University of Pacific Dean of Grant Reviews.

### **Local Coordination with other Programs/ Compatibility with CALFED objectives:**

The goal of this collaborative process is to inform and educate communities, community groups, students and educators, public entities and other interested parties to become aware of the plans and accomplishments of the CALFED Program. Public awareness can only further the objectives of the CALFED program.

## **1999 CALFED Proposal**

### **Project Description: CALFED BAY-DELTA PROGRAM ACTIVITIES**

The proposed CALFED BAY-DELTA PROGRAM ACTIVITIES EDUCATION GRANT is designed to report on the progress and results from selected programs that have been funded by CALFED since 1996. The concept is to create documentary videos brochures, educational work books, and posters over a three year period beginning in the fall of 1999 and going through the fall of 2001.

Phase I These documentary videos will focus on the common program elements determined by CALFED to be: Ecosystem Restoration, Water Quality, Water Use Efficiency, Levee Integrity, Water Transfers, and Coordinated Watershed Management. These topics fall directly in line with the seven topics included in the CALFED 1999 Proposal Solicitation.

Brochures, Educational Work Books, and Posters will be distributed along with Copies of the Videos to each participating CALFED POLICY AGENCY.

Phase II This additional documentary video will focus on the EIS/EIR, especially targeting the selection identified as the "Preferred Alternative". It is anticipated that the proposed documentary will begin production in the fall of the year 2000. Brochures, Work books, and Poster will also be developed for this phase.

Phase III The final documentary of the proposed program will combine the work of the previous two phases. The video, work books and documentaries of the previous two phases will be combined and updated. Once again copies of the combined information will be provided to each CALFED Policy Agency.

Because the final Documentary will contain a compilation of achieved goals and the status of the EIR, it will be possible for those who participated in making the changes envisioned by the CALFED Program to present the documentaries to their constituents. In this way the program will be presented to the stakeholder groups so that they can view their accomplishments in a positive way.

As each documentary video is developed an educators' workbook, posters, and brochures will be distributed to the CALFED Policy Agencies to be made available as a lending library to other agencies including water agencies, environmental groups, schools, libraries, conservation groups and other interested groups and individuals. In addition copies of the documentary videos will be distributed to public television stations.

### **Proposed Scope of Work**

Phase I: Fall- 1999 through fall- 2000 Production of a twenty seven minute documentary video @ \$50,000 each for a total of \$50,000. Each video will cameo a common program

**CALFED Bay-Delta Program Activities** 1

## 1999 CALFED Proposal

as outlined above.

Phase II: Fall 2000- fall 2001- Production of one twenty seven minute documentary video @ \$50,000 to cameo the EIS/EIR focusing on the Preferred EIR Alternative.

Phase III: Fall 2001- Fall 2002- Production of one twenty seven minute documentary video @ \$50,000 updating the status of the EIR Preferred Alternative and the updating the accomplishments of specific projects to emphasize CALFED accomplishments.

### **SPECIFIC TASKS, COSTS AND DELIVERABLES:**

Break down of cost of videos, brochures, workbooks, and Posters are as follows:

- I THREE VIDEOS PRODUCED OVER THREE YEARS @ \$50,000 EACH**
  - A. Research:** Purpose would be to conduct focus group research to ascertain the important points that will be developed in each script. Six focus groups for each video including IDI's, Niads, Triads, or groups.
  - B. Scripting:**
  - C. Pre-production:** Set designs, Graphic design & Production of props, Casting Set construction
  - D. Production:** Grips, Videographers (with cameras), Audiographers (with microphones, Lighting, Makeup, Wardrobe and Hair, Directing, Talent.
  - E. Post Production:** Off line Editing, On line Editing. Special FX editing, Sound mixing/dubbing, VHS Copying (600 copies of each video will be furnished in VHS)
- II Production of 300 full color Posters \$30,000**

Graphic Design and Layout, Printing Mounting and Laminating.
- III Production of 60,000 Activity Booklets \$90,000**

Graphic Design, Photography, & Layout, Text Development, Printing.
- IV Production of 60,000 brochures \$90,000**

Graphic Design, Photography & Layout, Text Development, Printing.
- V Monitoring and Reporting \$30,000**

Insert a survey for each brochure, self addressed (60,000)  
Focus Group research for adult respondents (800 # to call for further information, from which respondents will be selected for a semi-annual focus groups that measure qualitative understanding of the program.
- VI Distribution through CALFED Policy Group Agencies**

600 videos per year to create a lending library.  
300 full color posters that promote the video, its message and where to obtain it.  
60,000 Activity Booklets. 1000 distributed through twenty CALFED Agencies each year. The activity booklets will be approximately 24 page including front and back covers understandable by youth.  
60,000 Brochures. 1000 brochures distributed through 20 agencies each year.  
8 ½ x 11, with environmental message targeting adults..

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### **VII Distribution through Cable Television Companies.**

30 video distributed each year to various CABLE COMPANIES FOR INSERTION ON LOCAL COMMUNITY ACCESS CHANNELS.

Produced in D.V. Format suitable for Cable Broadcast Standards.

### **VIII Project Management \$30,000 per year.**

Administration, Consulting, Public Outreach & local involvement, Project Monitoring and Data Collection, and Reporting.

## **DISTRIBUTION COMPONENT**

The lending library concept is designed to involve all interested parties and agencies. The following agencies are listed as included in the CALFED PROGRAM STRUCTURE:

### **CALFED Bay-Delta Program**

California Resources Agency

California Environmental Protection Agency

Department of Fish and Game

Department of Food and Agriculture

Department of Water Resources

Office of Planning and Research

State Water Resources Control Board

### **Federal Agencies**

Environmental Protection Agency

Department of the Interior

Bureau of Land Management

Bureau of Reclamation

Fish and Wildlife Service

Forest Service

Geological Survey

National Marine Fisheries Service

National Resource Conservation

Each of the above agencies would receive the materials to create a lending library:

- 10 copies of each video produced. Since 3 videos will be produced each agency will receive 30 copies of the Documentary Videos. The seventeen agencies representing the CALFED Bay- Delta Advisory Program will receive a total of 510 video copies.
- 5 full color posters that promote the video, its message and where to obtain materials.
- 1000 activity booklets each year. The activity booklets will be approximately 24 pages including front and back covers target youth and adults.
- 1000, Brochures each year targeting adults, with environmental message.

### **Public Television Distribution**

- 30 copies of each video will be distributed to various cable companies for insertion on their local community access channels. Produced in DV Format suitable for Cable Broadcast Standard.

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### **Ecological/ Biological Benefits:**

**Ecological/ Biological Objectives.** We will provide an overview of ecological and biological activities and results conducted by representative current and past CALFED funded projects.

The specific ecological and biological objectives will be ascertained from selected organizations involved and will be produced by our project.

The objectives will be formatted on printed matter and explained in the video productions.

The benefits from our proposal will be far-reaching and continue throughout the duration of the CALFED BAY-DELTA PROGRAM (if funds are allowed).

### **Linkages:**

**This will be the most significant opportunity to reflect and link current and past projects involved with the CALFED BAY-DELTA PROGRAM by utilizing videos, activity booklets, posters and public presentations.**

**Our proposal will provide information about the progress of the CALFED BAY-DELTA PROGRAM by citing specific project work and will further encourage other groups and individual involvement.**

By proper dissemination of our public information end products, we will eliminate any confusion or misconceptions about the CALFED BAY-DELTA PROGRAM and the work being conducted to restore the delta.

The linkage to other future ERP goals will be visually and verbally explained through the videos and written materials. We will take our production one step further by exposing the over all goals and objectives of the CALFED BAY-DELTA PROGRAM (current and past accomplishments and what lies ahead.) to the cable viewing audience within the geographical framework of CALFED- Bay-Delta Program.

Our project does not relate to existing legal obligations or agency mandates.

### **System- Wide Ecosystem Benefits:**

Due to the broad review of current and past CALFED funded projects our proposal would most apply to pages 1-18 of Volume I of the EPP dated February 1999.

Our project will allow all groups and organizations the opportunity to learn how their

## **1999 CALFED Proposal**

individual and collective involvement will impact each other. By providing an over view of past and current project work, a general analysis can be made of the system-wide ecological benefits.

### **Compatibility with Non-Ecosystem Objectives:**

Only positive benefits could be attained by exposing past and current approved projects. The project will provide (at a glance) how all the players are involved and interact.

Presentations to a variety of groups will expose the audiences to a broad assimilation of work in progress and planned. It is through this presentation that an individual will be able to see his or her connection and their need for involvement.

The benefit to third parties will be significant as we disseminate information about the entire program accomplishments and goals.

### **Technical Feasibility and Timing**

Other alternatives included workshops, training, forums, special broadcasts and statewide speaker's platforms. We elected to develop and provide the most economical means of exposing the CALFED BAY-DELTA PROGRAM ACTIVITIES to the general public and students through currently established means, i.e., libraries, government agencies and special interest groups.

No permits are required for collection and dissemination of our productions other than permission to access delta properties and our approaches to school and government entities.

We foresee no outstanding implementation issues.

### **Monitoring and Data Collection Methodology**

**Biological/ Ecological Objectives.** The technical aspects of what is being accomplished by the CALFED Bay-Program will be documented by video so that the benefits of the program can be recognized by participating agencies, stakeholder groups and the general public. Thus a tool will be given to participating agencies that will allow them the ability provide comprehensive information about the CALFED Bay-Delta Program. Unless the various organizations involved in the program have the tools to demonstrate the effectiveness of the program there will not be a sufficient amount information developed to continue public and organization support.

### **Monitoring Parameters and Data Collection Approach**

The effectiveness of the program will be addressed through an annual focus group meeting



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with CALFED agencies to review, evaluate and provide feedback so that any needed adjustments can be made to the program for the following year.

### **Data Evaluation Approach**

Eco-Action will monitor the number of videos and materials produced and distributed under this grant. In addition, the self addressed questionnaire results will be tabulated and a report issued on the effectiveness of the program. This information will be included in the focus group evaluation of the proposed program. A list of visitor centers and exhibits that order and distribute the workbook will be maintained.

### **Local Involvement**

Eco-Action has written a letter to the Board of Supervisors for San Joaquin County and San Joaquin Planning Commission informing them of the CALFED Bay-Delta Educational Grant Application.

Other groups that have been contacted include:

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### **Budget**

The budget for the proposal is based on three years of funding. Each budgeted section is independent and is designed to stand alone. However the majority of the project is centered on creating videos and it assumed that if the documentary portion of the proposal is funded the remainder of the project can be accomplished even if the budget is cut.

Details of the budget are attached and for convenience is provided in Quattro Pro spreadsheet format. The budget request is for funding for three years with a constant budget cost for each year of \$160,000 for a total budget request of \$480,000.

### **Applicant Qualifications.**

Eco-Action is comprised of individuals dedicated to natural resource preservation, restoration and enhancement. Our non-profit organization is affiliated with Nation Grant Services which includes special associated such as: Fishery biologists, aquatics specialists, audio visual technicians, educators, engineers, foresters, wildlife consultants, hydrologists and recreation managers, to name a few.

Duke Foster, the project coordinator has in excess of thirty years experience with environmental education, forestry, fisheries enhancement, stream restoration, recreation and parks, publish instruction and natural resource management.

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Chapin and Associates has extensive experience that are directed at improvement and awareness and improvement. Their experience include a series of videos for San Joaquin County Public Health Services, educational video produced for San Bernardino County , and Stockton Unified School District. Charles G. Chapin Jr., Ph.D. holds a doctorate in Marketing. He is a member of the American Marketing Association, the Qualitative Research Association, and the Marketing Research Association.

Diana Lowery Consulting is well known for her work in water conservation and as the creator and producer of the Sally Save Water Program. Diana has produced numerous water conservation programs and has received the United States Bureau of Water Reclamation Who's Who in Water Conservation Educational Mentor Award. Certifications include: State of California Disadvantaged Business Enterprise (D.B.E) State of California Woman-Owned Business Enterprise (S.B.E.) State of California Office of Small and Minority Business Certified.

The project coordinator will manage all activities of the project such as; scheduling, public agency contacts, administration, and billings, task coordination, discernment for technical advice and input, budget control and other responsibilities as necessary.

Graphics Arts, concept design, posters, brochures and video productions will be handled by Chapin and Associates, and Diana J. Lowery Consulting, with the Eco-Actions' project coordinator, local colleges, public entities and schools.

# 1999 CALFED Program Budget

TASK	Quarterly Budget Oct-Dec 99	Quarterly Budget Jan-Mar 00	Quarterly Budget Apr-Jun 00	Quarterly Budget Jul-Sep 00	Quarterly Budget Oct-Dec 00	Total Budget
<b>Documentary</b>						
Focus Groups 6/year	\$5,000.00					\$5,000.00
Scripting	\$7,500.00					\$7,500.00
Preproduction	\$7,500.00					\$7,500.00
Production		\$15,000.00				\$15,000.00
Post Production		\$15,000.00				\$15,000.00
Subtotal	\$20,000.00	\$30,000.00				\$50,000.00
<b>Poster</b>						
Graphics, Layout, Design		\$5,000.00				\$5,000.00
Printing, Mounting		\$5,000.00				\$5,000.00
Subtotal		\$10,000.00				\$10,000.00
<b>24 page Booklet</b>						
Graphics, Layout, Design		\$7,500.00				\$7,500.00
Text Development		\$7,500.00				\$7,500.00
Printing		\$15,000.00				\$15,000.00
Subtotal		\$30,000.00				\$30,000.00
<b>Brochure</b>						
Graphics, Layout, Design		\$6,000.00				\$6,000.00
Photography		\$1,500.00				\$1,500.00
Text Development		\$7,500.00				\$7,500.00
Printing		\$15,000.00				\$15,000.00
Subtotal		\$30,000.00				\$30,000.00
<b>Monitoring</b>						
Design, Layout, Printing		\$5,000.00				\$5,000.00
<b>Focus Group</b>						
800 # and focus group		\$2,500.00			\$2,500.00	\$5,000.00
Subtotal		\$7,500.00	\$0.00	\$0.00	\$2,500.00	\$10,000.00
<b>Project Coordination</b>						
Administration		\$4,000.00	\$4,000.00	\$2,000.00	\$5,000.00	\$15,000.00
Consulting	\$2,500.00		\$1,000.00	\$1,000.00	\$1,000.00	\$5,500.00
Public Outreach		\$2,000.00				\$2,000.00
Project Monitoring/ Data Collection	\$2,500.00	\$2,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$7,500.00
Subtotal	\$5,000.00	\$8,000.00	\$6,000.00	\$4,000.00	\$7,000.00	\$30,000.00
					<b>TOTAL</b>	<b>\$160,000.00</b>

CALFED QUARTERLY REPORT

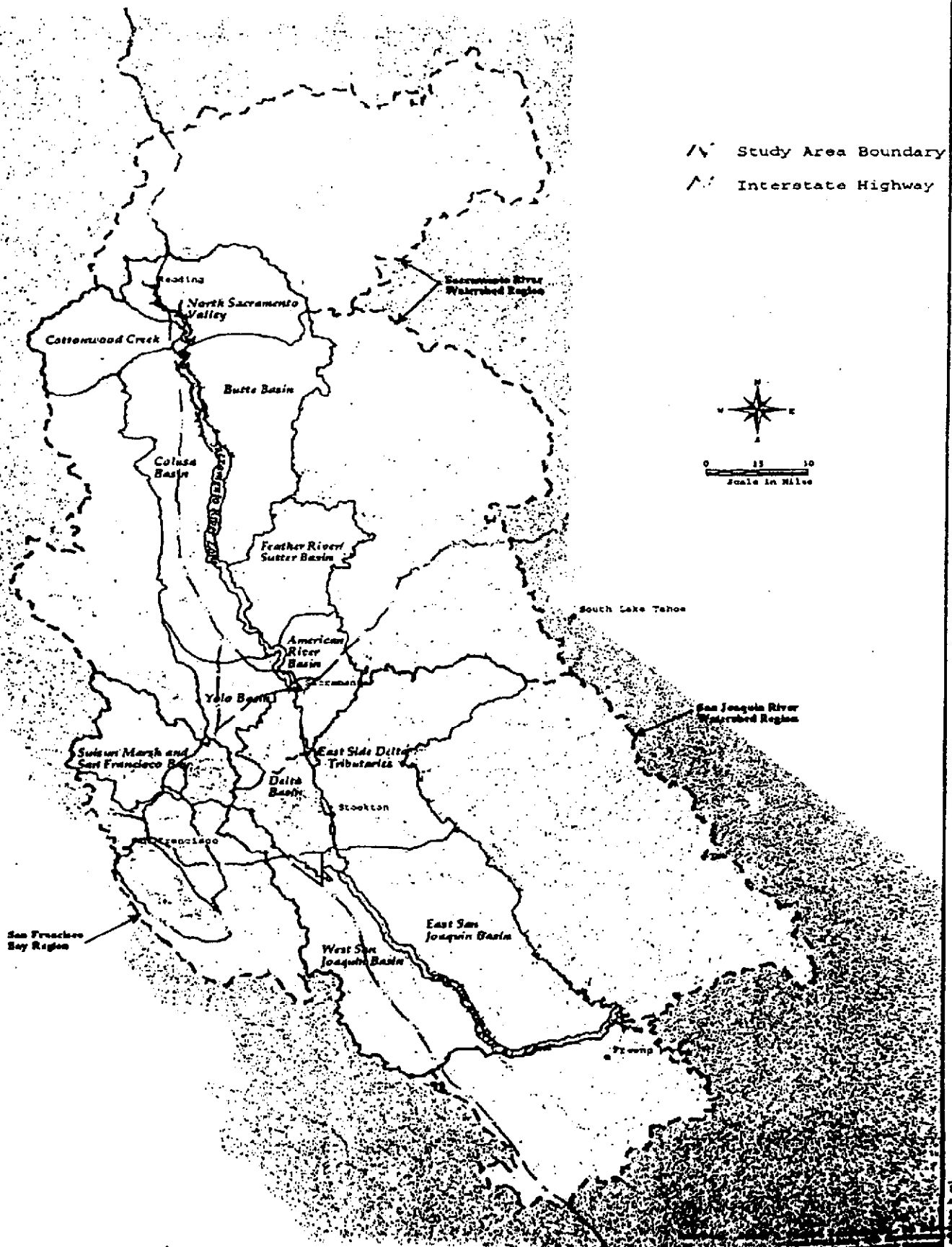
## 1999 CALFED Program Budget

TASK	Phase I Fall 1999- fall 2000	Phase II Fall 2000-fall 2001	Phase III Fall 2001-fall 2002	TOTAL
<b>Documentary Video</b>	<b>200 Videos</b>	<b>200 Videos</b>	<b>200 Videos</b>	<b>600 Videos</b>
Focus Groups 6/year	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Scripting	\$7,500.00	\$7,500.00	\$7,500.00	\$22,500.00
Preproduction	\$7,500.00	\$7,500.00	\$7,500.00	\$22,500.00
Production	\$15,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Post Production	\$15,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Subtotal	\$50,000.00	\$50,000.00	\$50,000.00	\$150,000.00
<b>Poster Development</b>	<b>100 Posters.</b>	<b>100 Posters.</b>	<b>100 Posters.</b>	<b>300 Posters</b>
Graphics, Layout, Design	\$5,000.00	\$5,000.00	\$5,000.00	
Printing, Mounting	\$5,000.00	\$5,000.00	\$5,000.00	
Subtotal	\$10,000.00	\$10,000.00	\$10,000.00	\$30,000.00
<b>Activity Booklet-</b>				
<b>24 page Booklet</b>	<b>20,000 copies</b>	<b>20,000 copies</b>	<b>20,000 copies</b>	<b>60,000 Booklets</b>
Graphics, Layout, Design	\$7,500.00	\$7,500.00	\$7,500.00	\$22,500.00
Text Development	\$7,500.00	\$7,500.00	\$7,500.00	\$22,500.00
Printing	\$15,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Subtotal	\$30,000.00	\$30,000.00	\$30,000.00	\$90,000.00
<b>Brochure</b>	<b>20,000 copies</b>	<b>20,000 copies</b>	<b>20,000 copies</b>	<b>60,000 Brochures</b>
Graphics, Layout, Design	\$6,000.00	\$6,000.00	\$6,000.00	\$18,000.00
Photography	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
Text Development	\$7,500.00	\$7,500.00	\$7,500.00	\$22,500.00
Printing	\$15,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Subtotal	\$30,000.00	\$30,000.00	\$30,000.00	\$90,000.00
<b>Monitoring and Reporting</b>	<b>20,000 insert</b>	<b>20,000 inserts</b>	<b>20,000 inserts</b>	<b>60,000 inserts</b>
Design, Layout, Printing	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
<b>Focus Group</b>	<b>2 per year</b>	<b>2 per year</b>	<b>2 per year</b>	<b>6 total</b>
800 # and focus group	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Subtotal	\$10,000.00	\$10,000.00	\$10,000.00	\$30,000.00
<b>Project Coordination</b>	<b>First Year</b>	<b>Second Year</b>	<b>Third Year</b>	
Administration	\$15,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Consulting	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Public Outreach	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Project Monitoring/ Data Collection	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Subtotal	\$30,000.00	\$30,000.00	\$30,000.00	\$90,000.00
Total Budget				\$480,000.00

# **1999 CALFED Program Budget**

<i><b>Distribution Videos</b></i>	<i><b>First Year</b></i>	<i><b>Second Year</b></i>	<i><b>Third Year</b></i>	<i><b>Total</b></i>
Documentary Video distributed	10 documentary Videos	10 Documentary Videos	10 Documentary Videos	30 Documentary Videos
Video included in production costs	no additional charge	no additional charge	no additional charge	No additional charge
<i><b>Total Deliverables</b></i>	<i><b>First Year</b></i>	<i><b>Second Year</b></i>	<i><b>Third Year</b></i>	
Documentary Video distributed to CALFED	200 Documentary Videos	200 Documentary Videos	200 Documentary Videos	600 Documentary Videos
Full Color Posters	100 posters	100 Posters	100 Posters	300 posters
Activity Booklet- 24 page Booklet	20,000 Activity Booklets	20,000 Activity Booklets	20,000 Activity Booklets	60,000 Activity Booklets
Survey Inserts	20,000 Survey Inserts	20,000 Survey Inserts	20,000 Survey Inserts	60,000 Survey Inserts
Focus Group Workshops	8 focus groups	8 focus groups	8 focus groups	24 focus groups
Semiannual Program Evaluation	2 Evaluations	2 Evaluations	2 Evaluations	6 program Evaluations

# GEOGRAPHIC SCOPE OF RFP PROGRAMS AND PROJECTS



NONDISCRIMINATION COMPLIANCE STATEMENT

STD. 19 (REV. 3-95) FMC

COMPANY NAME

Eco-Action

The company named above (hereinafter referred to as "prospective contractor") hereby certifies, unless specifically exempted, compliance with Government Code Section 12990 (a-f) and California Code of Regulations, Title 2, Division 4, Chapter 5 in matters relating to reporting requirements and the development, implementation and maintenance of a Nondiscrimination Program. Prospective contractor agrees not to unlawfully discriminate, harass or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, disability (including HIV and AIDS), medical condition (cancer), age, marital status, denial of family and medical care leave and denial of pregnancy disability leave.

CERTIFICATION

I, the official named below, hereby swear that I am duly authorized to legally bind the prospective contractor to the above described certification. I am fully aware that this certification, executed on the date and in the county below, is made under penalty of perjury under the laws of the State of California.

OFFICIAL'S NAME

Duke Foster

DATE EXECUTED

4/15/99

EXECUTED IN THE COUNTY OF

San Joaquin

PROSPECTIVE CONTRACTOR'S SIGNATURE

Duke Foster

PROSPECTIVE CONTRACTOR'S TITLE

Project Coordinator

PROSPECTIVE CONTRACTOR'S LEGAL BUSINESS NAME

Eco-Action

**STANDARD CLAUSES --  
SMALL BUSINESS PREFERENCE AND CONTRACTOR IDENTIFICATION NUMBER**

**NOTICE TO ALL BIDDERS:**

Section 14835, et. seq. of the California Government Code requires that a five percent preference be given to bidders who qualify as a small business. The rules and regulations of this law, including the definition of a small business for the delivery of service, are contained in Title 2, California Code of Regulations, Section 1896, et. seq. A copy of the regulations is available upon request. Questions regarding the preference approval process should be directed to the Office of Small and Minority Business at (916) 322-5060. To claim the small business preference, you must submit a copy of your certification approval letter with your bid.

Are you claiming preference as a small business?

\_\_\_\_\_ Yes\*

✓ No

\*Attach a copy of your certification approval letter.